Here's What We've Done In . . . ADVERTISING

This picture, we believe, should be directed primarily at family trade. Knowing full well that if you sell the women you sell the family, we have stressed the woman's angle in these ads. The copy lines are based on situations which have proven woman-appeal. We strongly recommend this approach for best results. Also worth featuring are the strong supporting cast and "The Brat of 'These Three'." You'll find these—as well as several other slants—well covered on this and succeeding pages.

NATIONAL BANK CHARTER
Roberta Morgan $50.xx/100
DOLLARS
PAY TO THE ORDER OF
Fifty
WARNER BROS.
Present
"Beloved Brat"
BONITA GRANVILLE
The Brat of 'These Three' storming her way to new stardom!
DOLORES COSTELLO · DONALD CRISP
Directed by ARTHUR LUBIN · Screen Play by
Lawrence Kimble · From an Original Story by
Jean Negulesco · A First National Picture

Which would you rather have $50...OR A KISS?

You'd take the fifty any day . . . but she'd rather have the kiss, for she's never had a kiss in her life! The heart-stirring story of a heart-broken child whose parents gave her everything but love!

THEATRE DATE

536 lines — mat 402 — 60c

MEET THE GIRL EVERY WOMAN WANTS TO MOTHER—AND NO MOTHER WANTS TO HAVE!

Nothing like it has ever been filmed...a story so tender, so true, so warmly appealing...it will make you fall in love with a girl you hate!

WARNER BROS. present

"Beloved Brat"

with BONITA GRANVILLE
DOLORES COSTELLO
DONALD CRISP

Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco · A First National Picture

280 lines — mat 205 — 30c

Which would you rather have $50...OR A KISS?

You'd take the fifty any day... but she'd rather have the kiss, for she's never had a kiss in her life! The heart-stirring story of a heart-broken child whose parents gave her everything but love!

WARNER BROS. Present

"Beloved Brat"

BONITA GRANVILLE
The Brat of 'These Three' storming her way to new stardom!
DOLORES COSTELLO · DONALD CRISP
Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble · From an Original Story by Jean Negulesco · A First National Picture

THEATRE DATE

300 lines — mat 304 — 45c

SHE HAS EVERYTHING YOUR CHILDREN WANT— *But The Love Your Children Get!*

...And because *her* parents are "too busy for kisses", she's everything you DON'T want your children to be! A picture all parents should see...with their children!

WARNER BROS. present

"Beloved Brat"

BONITA GRANVILLE
The Sensation of 'These Three' as a devil whose neck you'll want to wring... a darling you'll want to hug to your heart!
DOLORES COSTELLO · DONALD CRISP

Directed by ARTHUR LUBIN
Screen Play by Lawrence Kimble
From an original story by Jean Negulesco · A First National Picture

276 lines — mat 302 — 45c

BAD GIRLS FROM GOOD FAMILIES

One girl goes straight. Another goes straight to ruin. Why does it happen? What can be done about it? No drama of greater human interest has ever been filmed than...

WARNER BROS. present

"Beloved Brat"

with
BONITA GRANVILLE
DOLORES COSTELLO • DONALD CRISP
Directed by ARTHUR LUBIN • Screen Play by Lawrence Kimble
From an original story by Jean Negulesco • A First National Picture

174 lines — mat 208 — 30c

EVERY BAD GIRL WAS A GOOD GIRL ONCE!

... Here's drama that strikes close to every American home...a picture that answers questions parents dare not ask!

WARNER BROS. present

"Beloved Brat"

with

BONITA GRANVILLE

DOLORES COSTELLO · DONALD CRISP

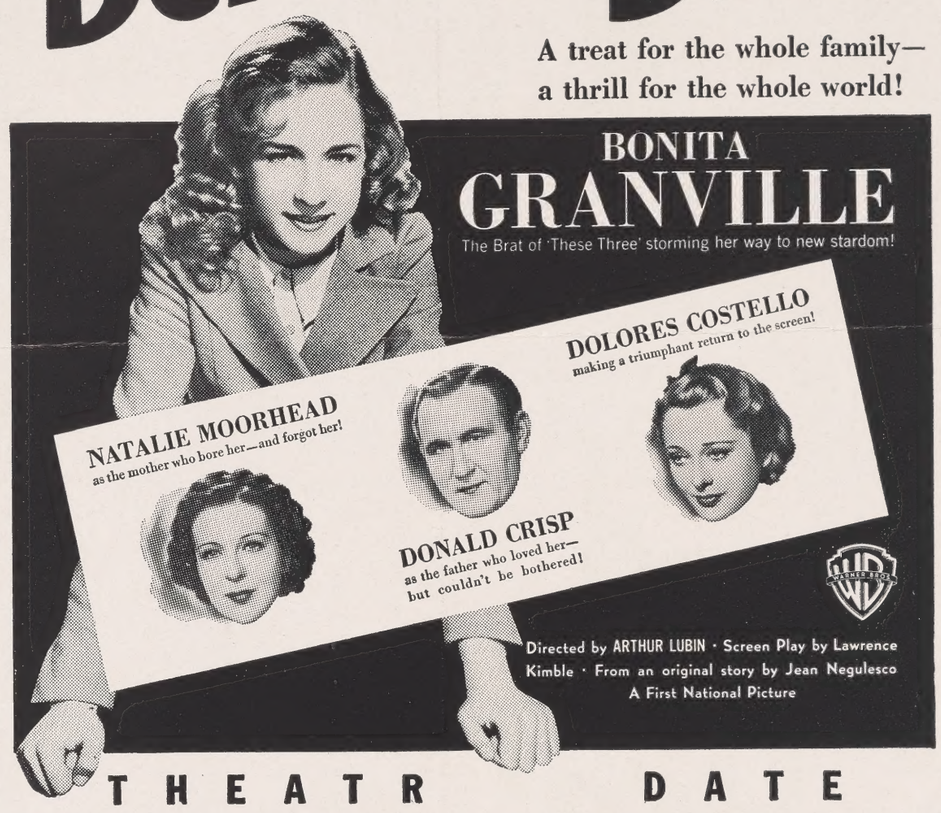
Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco · A First National Picture

186 lines — mat 209 — 30c

WARNER BROS. present

"Beloved Brat"

A treat for the whole family— a thrill for the whole world!


BONITA GRANVILLE
The Brat of 'These Three' storming her way to new stardom!
DOLORES COSTELLO
making a triumphant return to the screen!
NATALIE MOORHEAD
as the mother who bore her—and forgot her!
DONALD CRISP
as the father who loved her— but couldn't be bothered!
Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble · From an original story by Jean Negulesco
A First National Picture

THEATR DATE

282 lines — mat 305 — 45c

THIS AD AVAILABLE IN 4-COL. SIZE.
480 LINES — MAT 401 — 60c

ALL OF HER FATHER'S MONEY—NONE OF HER MOTHER'S LOVE!

Father was always too busy... Mother couldn't be bothered! There's drama that will stir you in this story of a girl whose parents gave her everything your children want... except the love your children get!

WARNER BROS. present

"Beloved Brat"

with **BONITA GRANVILLE**

The Brat of 'These Three' storming her way to new stardom!

DOLORES COSTELLO · DONALD CRISP

Directed by ARTHUR LUBIN · Presented by WARNER BROS.
Screen Play by Lawrence Kimble · From an Original Story by Jean Negulesco · A First Nat'l Picture

144 lines — mat 213 — 30c

Warner Bros.
present
"Beloved Brat"
She's a darling you want to hug to your heart!
She's a devil whose neck you want to wring!
BONITA GRANVILLE
The Brat of 'These Three' storming her way to new stardom!
DOLORES COSTELLO · DONALD CRISP
Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco · A First National Picture

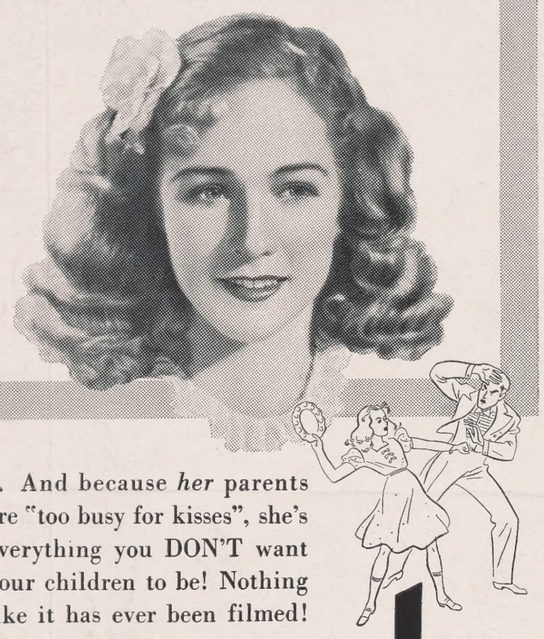
222 lines — mat 306 — 45c

EVERY BAD GIRL WAS A GOOD GIRL ONCE!

Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco · A First National Picture

70 lines — mat 214 — 30c

SHE HAS EVERYTHING YOUR CHILDREN WANT— *But the Love Your Children Get!*



.. And because *her* parents are "too busy for kisses", she's everything you DON'T want your children to be! Nothing like it has ever been filmed!

WARNER BROS. present

"Beloved Brat"

BONITA GRANVILLE

The sensation of 'These Three' as a devil whose neck you'll want to wring...a darling you'll want to hug to your heart!

DOLORES COSTELLO · DONALD CRISP

Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble
From an original story by Jean Negulesco · A First Nat'l Picture

THEATRE

340 lines — mat 211 — 30c

with

BONITA GRANVILLE
DOLORES COSTELLO
DONALD CRISP

Directed by ARTHUR LUBIN
Screen play by Lawrence Kimble
From an Original Story by Jean Negulesco • A First National Picture
Presented by WARNER BROS.

113 lines — mat 106 — 15c

WHICH WOULD YOU RATHER HAVE $50.... OR A KISS?

This girl would take the kiss because she's never had one! The heart-stirring story of a heart-broken child whose parents gave her everything but love!

"Beloved Brat"

with

BONITA GRANVILLE
DOLORES COSTELLO · DONALD CRISP

Directed by ARTHUR LUBIN • A First National Picture • Presented by WARNER BROS.
Screen play by Lawrence Kimble • From an Original Story by Jean Negulesco

114 lines — mat 206 — 30c

Warner Bros. present

BONITA GRANVILLE

The Brat of 'These Three' storming her way to new stardom!

DOLORES COSTELLO · DONALD CRISP

Directed by ARTHUR LUBIN Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco A First National Picture

100 lines — mat 212 — 30c

Here's drama that strikes close to every American home...a picture that answers the questions even parents dare not ask!

WARNER BROS. present

"Beloved Brat"

with

BONITA GRANVILLE
DOLORES COSTELLO • DONALD CRISP
Directed by ARTHUR LUBIN

Screen Play by Lawrence Kimble • From an Original Story by Jean Negulesco • A First National Picture

64 lines — mat 109—15c

SHE HAS EVERYTHING YOUR CHILDREN WANT
...BUT THE LOVE YOUR CHILDREN GET!

Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco · A First National Picture

80 lines — mat 215 — 30c

Screen Play by Lawrence Kimble • From an Original Story by Jean Negulesco • A First National Picture

53 lines — mat 105 — 15c

(Suggested for use on women's pages)

IF
YOUR DAUGHTER LIED, WOULD YOU
...rinse out her mouth with soap? ☐
...put her to bed without her supper? ☐
...explain that "honesty is the best policy"? ☐
...overlook it—and hope for the best? ☐
NOT if you're smart!
Smart parents are turning devils into darlings by rushing them to see "Beloved Brat"!
with DOLORES COSTELLO
DONALD CRISP
and starring
BONITA GRANVILLE
WARNER BROS. Present
"Beloved Brat"
The picture every parent wants every child to see!
Directed by ARTHUR LUBIN
Screen Play by Lawrence Kimble
From an original story by Jean Negulesco • A First National Picture

136 lines — mat 210 — 30c

"MOTHER'S BUSY— RUN ALONG!"
"RUN OUT AND PLAY!"
"GO TO YOUR ROOM!"
"DON'T BE A PEST!"
"SOME OTHER TIME!"
"DON'T BOTHER DADDY NOW!"
All she wanted was love—all she got was "Don't...Don't...Don't." No drama more tender has ever been filmed than this story of a girl who had everything your children want—except the love your children get!
"Beloved Brat"
A WARNER BROS. Picture, with
BONITA GRANVILLE
DOLORES COSTELLO
DONALD CRISP
Directed by ARTHUR LUBIN · Screen Play by Lawrence Kimble · From an Original Story by Jean Negulesco , A First National Picture

336 lines — mat 403 — 60c

[THIS AD AVAILABLE IN 3-COL. SIZE.
186 LINES — MAT 307 — 45c]

Here are two special letter-ads which will give your campaign and the picture that valuable out-of-the-ordinary feel!

LAWNDALE SCHOOL FOR GIRLS
Dear Mr. Morgan:
Your daughter is the most amazing child I've ever seen. She knows more about parents than most parents know about children. She makes the younger girls behave better than any teacher can and gets the others into more mischief in a minute than they could think up in a lifetime!
WARNER BROS. present
"Beloved Brat"
with
BONITA GRANVILLE
The Brat of 'These Three' storming her way to new stardom!
DOLORES COSTELLO • DONALD CRISP
Directed by ARTHUR LUBIN • Screen Play by Lawrence Kimble
From an original story by Jean Negulesco • A First National Picture

267 lines — mat 303 — 45c

Dear Mr. Morgan:
I quit – right now!
I won't stay under the same roof with that kid of yours another minute – not for all the money in the world!
I hate to leave you like this after ten years, but she's not like other children – She's more than any human can stand!
Your butler,
Jenkins
WARNER BROS. present
"Beloved Brat"
with
BONITA GRANVILLE
DOLORES COSTELLO · DONALD CRISP
Directed by ARTHUR LUBIN Screen Play by Lawrence Kimble
From an original story by Jean Negulesco A First National Picture

140 lines — mat 207 — 30c

You'll Fall in Love with a Girl You Hate!
"Beloved Brat"
with BONITA GRANVILLE
and
DOLORES COSTELLO
DONALD CRISP
Presented by WARNER BROS.
Screen Play by Lawrence Kimble • From an original story by Jean Negulesco • A First Nat'l Picture • Directed by ARTHUR LUBIN

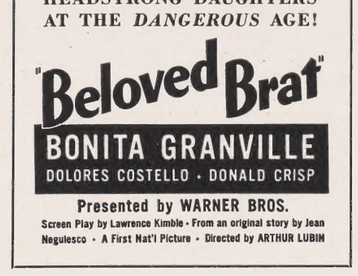
44 lines — mat 110 — 15c

HEADSTRONG DAUGHTERS AT THE 'DANGEROUS' AGE!
Spoiled by too much money and too little love ... will they go straight—or straight to ruin?
"Beloved Brat"
with
BONITA GRANVILLE
DOLORES COSTELLO
DONALD CRISP
Presented by WARNER BROS.
Screen Play by Lawrence Kimble • From an original story by Jean Negulesco • A First Nat'l Picture • Directed by ARTHUR LUBIN

79 lines — mat 107 — 15c

A TREAT FOR THE WHOLE FAMILY!
A THRILL FOR THE WHOLE WORLD!
"Beloved Brat"
with BONITA GRANVILLE
DOLORES COSTELLO
DONALD CRISP
Screen Play by Lawrence Kimble • From an original story by Jean Negulesco • A First Nat'l Picture • Directed by ARTHUR LUBIN
Presented by WARNER BROS.

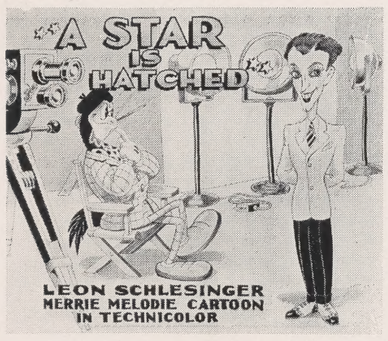
35 lines — mat 115 — 15c


HEADSTRONG DAUGHTERS AT THE DANGEROUS AGE!
"Beloved Brat"
BONITA GRANVILLE
DOLORES COSTELLO • DONALD CRISP
Presented by WARNER BROS.
Screen Play by Lawrence Kimble • From an original story by Jean Negulesco • A First Nat'l Picture • Directed by ARTHUR LUBIN

24 lines — mat 111 — 15c

The VITAPHONE TRAILER and the ads are geared to sell "Beloved Brat" with the greatest appeal to your patrons. A combination that is designed to get best results at the box office.

Complete Your Show with Vitaphone Shorts



CARTOON IN COLOR — "A Star Is Hatched" — A grand satire on Hollywood filled with many ingenious touches. Entirely in color.

(Merrie Melodies — 8 minutes — No. 3410)

•

COLOR-TOUR ADVENTURE — "Crossroads of the Orient" — The mysterious and romantic Orient portrayed on the screen in natural colors by E. M. Newman's cameras.

(Color-Tour Adventures — 10 minutes — No. 3508)

•

VARIETY ACTS — "Vitaphone Gambols" — Four star acts: Chaz Chase pantomimist; Elaine Dowling and the Tip Top Girls; Masters and Rollins, comedians; and the A.B.C. Trio, musicians.

(Vitaphone Varieties — 10 minutes — No. 3907)

THE RADIO RAMBLERS — "Alibi Time" — Famous Radio Ramblers imitate Bing Crosby, Clyde McCoy and Amos and Andy. Cast includes: Joe Downing, Edith Roarke, Morgan Conway, and Cliff Heckinger.

(Vitaphone Varieties — 11 minutes — No. 3906)

•

MUSICAL COMEDY — "Waiting Around" — Frank Libuse, Jimmy Shea, Gus Raymond, and the Stanley Twins in a headline comedy program.

(Broadway Brevities — 20 minutes — No. 3027)

•

FLOYD GIBBONS — "Shopgirl's Evidence" — A salesgirl, accused of stealing a coat from store in which she works, tracks down the real thieves after an exciting chase. A TRUE ADVENTURE that is stranger than fiction.

(Your True Adventures — 12 minutes — No. 3307)

Official Billing

Warner Bros. 40%

Pictures, Inc. present 5%

BELOVED BRAT 100%

with

BONITA GRANVILLE 90%

DOLORES COSTELLO • DONALD CRISP 50%

* * *

Directed by Arthur Lubin 20%

* * *

Screen Play by Lawrence Kimble 15%

* * *

From an Original Story by Jean Negulesco 10%

* * *

A First National Picture 20%

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